

## CINEMASCOPE 'THE TURNING POINT'

### Induct Famous 25-Yr. Members

Twenty-six Ontario employees of FPCC were inducted into the 25-Year Club, 25 in person, at a dinner in the Sheraton Room of the King Edward Hotel, Toronto. Old and new members heard themselves praised by a group of company executives

(Continued on Page 4)

### Variety Clubmen To Elect Officers

Election of directors, known as canvassmen, for the new term, will be held at the next regular meeting of the Variety Club of Toronto, to be held in the Prince George Hotel. The officers will be chosen at the first meeting of the The Crew, as the board

(Continued on Page 4)

### Canadians Hear About AA's Big Program

Allied Artists' 37-feature lineup for 1954-55, of which 12 will come in the next ten months, reflects the heaviest investment in the company's history and was built on the performance of the sales department in the past few years, Walter Mirisch, executive producer, told the annual convention in the Blackstone Hotel, Chicago. At least two films are in Cinemascope and seven in Technicolor.

Those present, who came from the USA, Canada and Europe, heard Steve Broidy, president; Wm. F. Rodgers, connected with AA in a consultative capacity; Edward Morey, vice-president;

(Continued on Page 5)

### To Play Legion Officer

Peter Van Eyck will be a Foreign Legion officer in Warner Bros.' Jump Into Hell, the Dien Bien Phu story.

### CHANGE IN TRADE PROSPERITY NOTED ON FIRST ANNIV'Y

"Our one goal is to contribute all that we humanly can to the maintenance and improvement of this high level of entertainment for the theatres of Canada and the rest of the world," says a statement by Spyros Skouras,

#### Private Preview For RKO Canadian-Made Short

Ray Lawson, Consul General of Canada, General Clark M. Eichelberger, Roger Baldwin and Col. Bernard Bernstein, together with other members of the Canadian Consulate General and representatives of the Conference Group of United States National Organizations on the United Nations, attended a preview of RKO-Pathe's short subject special, The Iron Fence, in the RKO Building, New York, recently.

Filmed for the most part in Canada, The Iron Fence presents a series of true though re-enacted stories of the dramatic efforts of various people to escape from Iron Curtain countries. It was directed by Gabriel, a new Canadian from Hungary, who is shooting another film, now in and around Toronto.

Jack Labow, Canadian RKO chief, interested the company in acquiring the 22-minute film, some of which was reshot at its advice.

president of Twentieth Century-Fox. "With complete confidence in the future of our great industry, this is our promise on this, the first Canadian anniversary of CinemaScope." CinemaScope opened at the Imperial, Toronto, on October 22, 1953.

"That was a momentous day because it marked the turning point for the better in our industry and the restoration of the screen to its supremacy as a form of popular entertainment," said the statement, which recall-

(Continued on Page 3)

### Ten Top Features From Paramount

Ten major productions, potentially the strongest aggregation of boxoffice hits in the company's history, will be released by Paramount October through March, A. W. Schwalberg, president of Paramount Film Distributing Corporation, announced

(Continued on Page 5)

### 'Desperate Hours'

With the signing of Mary Murphy for the key role of Fredric March's daughter, Paramount Pictures rounds out the roster of principal players for The Desperate Hours, a Vista-Vision production.



Allied Artists' Canadians at Chicago Convention

This group from Allied Artists Pictures of Canada Limited joined the senior company at its convention in Chicago and sat for a photograph with Steve Broidy, president of Allied Artists Productions, Inc.

Seated, left to right, are Oscar R. Hanson, representative of the senior company in Canada; N. A. Taylor, president of the Canadian company, and Broidy. Standing, left to right, are John Bernstein, general sales manager, Canada; D. V. Rosen, general manager, Canada; Walter Mirisch, executive producer of Allied Artists Productions; Harry Mandell, secretary-treasurer, Canada; and Larry Stephens, director of advertising and publicity, Canada.

### Dominion Sound In New Bldg. Oct. 25

Dominion Sound Equipments is in the process of moving from Victoria Street to a newly-constructed building with greater area at 45 Wingold Ave. and will be at business there on October 25, says D. E. Daniel, district manager. The phone number is RU. 1-6161.

The new premises are in North York, off Dufferin just north of Eglinton Avenue.

Because of the increase of business the company was forced to find larger premises.

### JOSEPH BREEN QUITS AS CODE DIRECTOR; SHURLOCK SUCCESSOR

Since 1934 director of the Production Code for the Motion Picture Association of America, Joseph I. Breen, 64, has voluntarily retired and has been succeeded by his chief assistant, Geoffrey Shurlock, 60, who joined the staff in 1932. Breen, originally a Philadelphia newspaperman, resigned in 1941 to head RKO production but returned in 1942. Shurlock is a native of Liverpool, England.



THE GREAT  
BROADWAY MUSICAL  
THAT RAN  
16 SMASH MONTHS  
ON BROADWAY...

2 SOLID YEARS  
THROUGHOUT  
THE NATION...

NOW ON THE  
SCREEN AND  
COMING YOUR WAY...



OTTO PREMINGER presents

OSCAR HAMMERSTEIN'S

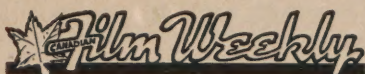
# CARMEN JONES



CINEMASCOPE

Color by DE LUXE · Released by Twentieth Century-Fox





Vol. 19, No. 41 October 27, 1954

HYE BOSSIN, Managing Editor

Address all communications—  
The Managing Editor,  
CANADIAN FILM WEEKLY  
175 Bloor St. East, Toronto 5, Canada  
Entered as Second Class Matter  
Published by  
Film Publications of Canada, Limited  
175 Bloor St. East, Toronto 5, Ontario,  
Canada — Phone WAlnut 4-3707  
Price \$3.00 per year.

## C'SCOPE ANNIV'Y

(Continued from Page 1)

ed the "devastating effect" of free TV in the USA, causing theatres to close and endangering production. CinemaScope had brought patrons back to the theatre with "greater realism and therefore more audience participation through better depth of picture, color and sound accompaniment, as well as wider storytelling range."

Today 11,000 theatres throughout the world have a total investment in CinemaScope equipment amounting to \$85,000,000 and still growing, while 100 productions in that medium are in distribution, production or preparation by Fox and other companies.

Gratitude was expressed to the exhibitors of Canada for their part in the rise of CinemaScope and to the producers who adopted it. Congratulatory messages from all parts of the free world on the anniversary were acknowledged with "heartfelt gratitude" and the intention of living up to their spirit.

The company's 1954-55 CinemaScope releases will include *A Woman's World*, *Black Widow*, *Desiree*, *There's No Business Like Show Business*, *Carmen Jones*, *Soldier of Fortune*, *Lord Vanity*, *White Feather*, *The*

## FILM FOLK AID FLOOD RELIEF

The Motion Picture Theatres Association of Ontario has offered to aid flood relief in any way requested, including special shows and audience collections. Emergency relief was organized immediately and further help is now being developed.

Allied Theatres, 19-house Toronto area booking and buying circuit headed by Ben Freedman of Long Branch, held Sunday night midnight shows, with all proceeds to the fund. Distributors provided the films and the staffs gave their services gratis.

Elaine Stewart, one of the stars of *Brigadoon*, who came to Toronto under the auspices of MGM and Loew's Yonge Street, was mistress of ceremonies for the great open air all-star show on Yonge Street, near College, which marked the reopening of Yonge Street and aided the fund. Under the local direction of Chet Friedman of MGM and Gerry Collins of Loew's she met the press at dinner and made many other appearances which attracted attention to her presence, including one on the CBC TV telethon emceed by Wayne & Shuster.

The floods, which took many lives in the areas over-run by the swollen waters of the Don and Humber rivers, did little harm to motion picture industry property. Three lab-studio companies, Film Laboratories, Shelly Films and Rapid Grip & Batten, were fairly close to the flooded points but none was affected. Nor were any of the drive-ins and four-wall theatres damaged, except for some fencing and small signs torn off by the hurricane.

All drive-ins were closed on the Friday of the hurricane but some resumed business the next night in spite of the rain.

Mavey Film Delivery provided fine service under very difficult conditions during and after the storm. It undertook the delivery by roundabout routes of films that would ordinarily be shipped by train, as well as those the company's trucks usually carry.

Racers, *Untamed*, *Prince of Players*, *The Greatest Story Ever Told*, *The King and I*, *Daddy Long Legs*, *Can Can*, *Alexander the Great*, *The Tokyo Story*, *Katherine*, *The Enchanted Cup* and *Queen of Sheba*. In addition Fox will release Independent-made productions like *The Deep Blue Sea*, *That Lady* and *The Oasis*.

MGM CinemaScope productions are *Brigadoon*, *Ben Hur*, *Moonfleet* and *Deep in My Heart*; Warners has scheduled *A Star Is Born*, *Moby Dick*, *The Silver Chalice*, *Helen of Troy*, *Land of the Pharaohs*, *Drumbeat* and others; Universal-International lists *The Black Shield of Falworth*, *To Hell and Back*, *Sign of the Pagan* and *The Spoilers*;

Columbia productions include *The Long Gray Line*, *Three For the Show* and *Joseph and His Brethren*; Disney will offer 20,000 *Leagues Under the Sea*; and Allied Artists' schedule includes *The Black Prince*.

Among the Independent productions due are Todd-A-O's *Okla-homa*; Hecht-Lancaster's *The Gabriel Horn* through UA, and Leland Hayward's *The Conqueror* via RKO.

## Willie Mays Short

RKO-Pathe will shortly release the Willie Mays Sportscope currently nearing completion. The sports short presents all-round coverage of the New York Giant's batting champion.



IDEAS pay off! They are more important in merchandising than ever before and that includes movies. At a time when most motor car dealers are practising all kinds of price-cutting gimmicks to sell an overloaded stock of cars, one dealer in California is using his own type of common sense and a lasting approach. He is exploiting his record for the servicing of the cars purchased from him. He pays people one dollar apiece to take a tour through his plant to see how cars are handled and serviced. This he does through arrangements with different local societies and groups, which are always looking for a way to raise money. He tours some 300 people a week in this way and has a waiting list. In five years he has built a very fine and steady business. In selling a service he automatically sells cars.

From Kansas comes the story of a group of affiliated grocers who planned and executed a scheme to give one thousand schoolchildren a four-day all-expense tour to St. Louis. The cost per grocer was very small but the amount of extra merchandise sold was quite substantial. Trade and business journals carry this type of story constantly. It proves that, while we like to think of exploitation as a field exclusive to our business, it is not really so.

Actually, many of the incentives for better advertising and exploitation are being eliminated from our business by the methods and terms on which pictures are sold. If picture grosses increase, the distributor gets a larger percentage and, conversely, the exhibitor a smaller one. When this happens the exhibitor loses some of his incentive to sell and exploit and, indeed, sometimes defies the picture to do the business promised by the terms demanded by the distributor. Less and less selling is done at the local level and more dependence is put on the selling of the picture on a pre-release, national level.

There is no question but that the producer and distributor should receive as many dollars as possible for pictures of boxoffice merit. If such rewards were not possible, they could not begin to conceive of some of the attractions which are coming up. The point is, however, that the maximum results can only be obtained for both producer and exhibitor if both have a strong incentive: the incentive to get the maximum attendance and gross at the boxoffice. This cannot happen

(Continued on Page 4)



## Judging the Annual Canadian Moving Picture Digest Showmanship Contest

Seen here are the judges of Canada's outstanding annual Showmanship contest, conducted by the Canadian Moving Picture Digest, which provides cash prizes for the winners. The judging, which took place in the Digest offices, followed dinner at the Coq d'Or.

Left to right are Hye Bossin, Canadian Film Weekly;

Larry Stephens, IFD; Tommy Knight, JARO; Sam Glasier, 20th Century-Fox; Wannie Tyers, Odeon; Tiff Cooke, Famous Players; Dan Krendel, Famous Players; Clare Appel, Canadian Motion Picture Distributors Association; Walter Kennedy, Empire-Universal; Archie Laurie, United Artists; Jim Hardiman, Odeon; and Bud Barker, Famous Players.



## VARIETY CREW

(Continued from Page 1)

is known, when a successor to Chief Barker Wm. A. Summer-ville, retiring from office, will be elected.

Some very important matters bearing on the future of the organization's fund raising will be discussed at the meeting, which will take place in the clubrooms on October 26 between 5.30 and 7 p.m.

Following are the names of the candidates standing for election for the 1955 term:

Herbert Allen, Premier Operating Limited; George Altman, Mavety Film Delivery; Clare Appel, Canadian Motion Picture Distributors Association; Joe Bermack, Peerless Films; Charles S. Chaplin, United Artists; Louis Davidson, Barnes & Davidson Theatres; Ed. Fitkin, CBL TV; J. J. Fitzgibbons Jr., Theatre Confections; Sam Glasier, 20th Century-Fox Films; David Griesdorf, Odeon Theatres; Monty Hall, Monty Hall Productions; Herman Heller, Can. Automatic Confections; Paul Johnston, Eaton Auditorium; Dan Krendel, Famous Players; Harry S. Mandell, 20th Century Theatres; Ernest Rawley, Royal Alexandra Theatre.

### Republic's 'Santa Fe Passage'

Slim Pickens, Leo Gordon and Irene Tredow have drawn the character leads in Santa Fe Passage starring John Wayne, Faith Domergue and Rod Cameron.



Saskatchewan Exhibitors at Regina Trade Gathering

This photograph was taken at the VistaVision demonstration in Regina, which was attended by members of the Saskatchewan Motion Picture Exhibitors Association, who had gathered in the city for the annual convention.

Left to right are Bill Winterton, Saskatoon, past president; Jack Lundholm, Swift Current, vice-president; Mayor L. H. Hammond; J. Reinhorn, Regina; J. D. McKenzie, Estevan, president; and Sylvester Gunn, Winnipeg manager for Paramount Film Service.

## MGM's 'Tender Trap' 'Bow Tamely To Me'

Purchase of a new fall Broadway play, The Tender Trap, has been announced by MGM and Dore Schary, studio production head, has already assigned it to Lawrence Weingarten, who has signed a new long-term producer's contract. Weingarten has been a member of the studio's executive and production staff.

Benedict Bogeaus has borrowed David Farrar from the J. Arthur Rank organization for one of the two starring male roles opposite Barbara Stanwyck in Bow Tamely To Me. RKO Radio will distribute the adventure romance set against the background of Burma jungles.

## 25 YEAR CLUB

(Continued from Page 1)

headed by John J. Fitzgibbons, CBE, while those in the second category were presented with diamond-studded membership pins by the president after being inducted by R. W. Bolstad, vice-president.

Bolstad, recalling that Famous Players had paid its first dividend in 1929, the year sound came in, noted that it was now one of the largest operators in the world. "Famous Players and Canada have succeeded together," he said. "We hope that God will be good to you, so that you and Canada and Famous Players will go on successfully together."

Other speakers were Norman Robertson, QC, company counsel; Morris Stein, Eastern Division general manager; and Len Bishop, manager of Shea's Toronto, who expressed the thanks of the new members. Also at the head table were Bob Eves, Western Division general manager; Angus MacCunn, secretary of the company, and Mrs. MacCunn; Mrs. Bolstad; Mrs. Fitzgibbons; Mrs. Stein; James R. Nairn, director of public relations; L. G. Geering, audit department head, and Mrs. Geering; and Ben Geldsaler, chief of the booking department.

Those inducted from Toronto were Charles Howard Aitcheson, Lorne Edward Arnold, William Ayers, Leonard Bishop, Augustine Castrucci, Lorne R. Duck, Mrs. Violet C. M. Glynn, Arthur Russell Gunn, John Francis Hyland, Alfred Ernest Jackson, Vera Elizabeth St. Edward, William Edgar Shields and Raymond C. Shortt. Others were A. Desalliers and David Smith, Windsor; William James Longmuir, St. Catharines; William Burton Lovell, Niagara Falls; Thomas Henry McClelland, Brantford; Clarence Hubert Perry, Sudbury; Harold Leslie Preston, St. Thomas; Gordon E. Ringel, Preston; Nicholas Rizzo, Hamilton; Helena Maude Simpson, Guelph; and Mrs. Ethel Thompson, London.

### 'Five Against The House'

Kim Novak will team up with Guy Madison in Columbia Pictures' Five Against the House, the story of four college boys and a girl who plan to rob a Reno gambling casino.

### OUR BUSINESS

(Continued from Page 3)

where the incentive of the producer is reduced to the point where he cannot see a proper return and profit for his gamble and effort. Conversely, the exhibitor will not gamble the extra effort and advertising costs if he finds himself in the same position.

## MAKE YOUR RESERVATIONS NOW!

For the Annual

## Meeting and Luncheon

of the

## MOTION PICTURE THEATRES ASSOCIATION of ONTARIO

to be held

THURSDAY, NOVEMBER 25th, 1954

at the

KING EDWARD HOTEL, TORONTO

REGISTRATION

9.30 A.M.

BUSINESS MEETING

10 A.M.

LUNCHEON

1 P.M.

ARTHUR L. MAYER, Guest Speaker

Motion Picture Theatres Association of Ontario

ARCH H. JOLLEY, Secretary

21 Dundas Square

EM. 4-9630

Toronto, Ont.

**Be Sure to Visit the Movie Trade Show!**

NFB



This month

**EYE WITNESS**

reports on

**SURVEY OF PAKISTAN FOR COLOMBO PLAN by CANADIAN PLANES**

(Ask for Eye Witness 66)

**BOOK THIS ALL-CANADIAN NATIONAL FILM BOARD SERIES**

**EVERY MONTH THROUGH COLUMBIA PICTURES**



## 37 AA FEATURES

(Continued from Page 1)

Morey R. Goldstein, vice-president and general sales manager; and John C. Flinn, publicity and advertising director.

The Canadian delegation was led by N. A. Taylor, president of Allied Artists Pictures of Canada Limited, who addressed the meeting.

Of the 12 pictures spearheading the releases between now and next August, Mirisch revealed, at least one will be in CinemaScope, three will be in Technicolor and in the entire new product there will be diversified subject matter. They are, in order of release:

The Human Jungle, a Gary Merrill-Jan Sterling starrer, and The Bob Mathias Story, in which the world-famed athlete portrays himself; Cry Vengeance, a Mark Stevens starrer, and Target Earth, a science-fiction thriller; Tonight's the Night, in Technicolor with David Niven, Yvonne De Carlo and Barry Fitzgerald; The Big Combo, starring Cornel Wilde, Jean Wallace and Richard Conte; The Annapolis Story, in Technicolor and starring John Derek, Diana Lynn and Kevin McCarthy; John Brown's Raiders, with Raymond Massey, Debra Paget and Jeffrey Hunter.

Shotgun, in Technicolor and starring Sterling Hayden, Yvonne De Carlo and Zachary Scott; and The Black Prince, in CinemaScope with Errol Flynn, Joanne Dru and Peter Finch starred.

Hold Back the Night, from the best-selling novel, to star Richard Basehart and Neville Brand, and Mother-Sir, to be produced by Walter Wanger, with Joan Bennett starred. Also to be made for the new season is Wichita, which is to be in CinemaScope with Mirisch as the producer.

Other forthcoming large-scale productions will include four in Technicolor. They are Yellow Knife, to be produced by Wanger; Legionnaire, African Fury and The Green Hills of Idaho.

Scheduled also for filming are Phenix City, with which Samuel Bischoff will make his debut as a producer for Allied Artists; Gun Point, General Hospital and The Atomic Submarine, Massacre at Dragoon Wells, to star Barry Sullivan; Today Is Forever, Desperate Women and The Intruder; Singapore East, starring Broderick Crawford; Dangerous Assignment, with Brian Donlevy starred; Port of Hell, with Dane Clark, Carole Mathews and Wayne Morris in the star roles, and Sweet Charity, with Richard Conte starred.

The program will be completed with four Bowery Boys comedies, the first of which will be High Society, with Ben Schwalb

## News Notes

### BRISKIN TO ASSOCIATED SCREEN NEWS

Murray Briskin has been named executive assistant to Maxwell Cummings, president of Associated Screen News, and he will take up residence in Montreal, where the company's laboratory, studio and head offices are located.

The appointment followed his resignation from Film Laboratories of Canada Limited and Audio Pictures Limited, where he had been assistant to the president, Arthur Gottlieb, and general sales manager of both companies.

Control of ASN, Canada's oldest lab and production organization, came into the hands of Paul Nathanson, an important minority stockholder, early in January, when he acquired the shares of the Canadian Pacific Railway, which played an important part in the founding of the company in 1920.

In May shareholders representing the new management elected Cummings, a prominent Montreal business man, president and George Beeston of Toronto vice-president.

### NEWS OF THEATRE BUILDING

Cliff Easton recently opened his fully modern Wawota Theatre, now with 317 seats in Wawota, Saskatchewan.

Work will start soon on the Parkway Drive-in Theatre, RR2, near Kitchener, Ontario for A. I. Rosenberg, who was finally given a permit by The Waterloo Township council.

Two applications to build theatres were made to the council of Edson, Alberta, which has a population of 1,951 and a 275-seat house operated by H. G. Stephenson and T. Fowler.

Seven theatre contracts valued at \$258,000 were let in Canada during September according to MacLean's Building Reporter. Two awarded in Quebec totalled \$103,000; three in Alberta, \$185,000; one in Saskatchewan, \$30,000 and one in Manitoba, \$40,000.

Winnipeg's city-owned 1,475-seat Playhouse was reopened after an \$80,000 renovation job, with Mayor Garnet Coulter speaking from the stage. A movie program, Curtis Nagel's South American film lecture, attracted the audience.

### ENGINEERS' BODY MAKES AWARDS

The first Special Achievement Award of the Society of Motion Picture and Television Engineers, holding its seventysixth semi-annual conference at the Ambassador Hotel in Los Angeles, was presented to Earl I. Sponable and Herbert E. Bragg, both of Twentieth Century-Fox, for their personal contributions to the development of anamorphic motion-picture photography and projection resulting in the commercial success of CinemaScope.

The Samuel L. Warner Memorial Award went to Lorin D. Grignon of Twentieth Century-Fox for his work in stereophonic sound development, while the David Sarnoff gold medal award winner was Ray D. Kell, research scientist with RCA, for contributions to TV, particularly in the matter of color.

John G. Frayne of Westrex was elected president of the society's board of governors. Barton Kreuzer of RCA is executive vice-president, Norwood L. Simmons of Eastman Kodak editorial vice-president, Byron Rounabush of Byron Inc. convention vice-president, and Edward S. Seeley of Altec secretary.

### HONOR O'BRIEN CIRCUIT STAFFER

With the O'Brien Theatre, Arnprior, Ontario for 36 years, Miss May Daze was honored by her employer and friends on the stage recently. "May exemplifies Show Business in Arnprior," said Russell Simpson, general manager of M. J. O'Brien Limited, the Ottawa Valley circuit.

M. J. O'Brien, Jr., son of the founder of the circuit paid tribute to May for her long service and presented her with a watch from the organization.

Manager George Jordan gave Miss Daze a pen and pencil set from theatre colleagues and Michael J. Murray presented her with a huge bouquet of roses from the Renfrew house staff.

Miss Daze drew hearty applause from the audience with a pleasant speech of thanks. A reception followed.

producing and Leo Gorcey and Huntz Hall starring, two films to star Bill Elliott and two in the Bomba, The Jungle Boy series.

### Assign Feature Role

Donald Crisp will be Alec Wagonman in Columbia's The Man From Laramie.

## TEN FROM PARA

(Continued from Page 1)

recently. "At no other period in Paramount's history has there been a release lineup that could compare with the one we have now insofar as inherent grossing strength is concerned," Schwalberg said. "Every picture has been produced with one eye on the boxoffice, so to speak, as evidenced by the top-flight stars, producers, directors, stories and production values they offer," he emphasized.

October and November releases are Rear Window, in Technicolor, produced and directed by Alfred Hitchcock, and starring James Stewart and Grace Kelly; Sabrina, produced and directed by Billy Wilder, and starring Academy Award-winners Humphrey Bogart, Audrey Hepburn and William Holden; Cecil B. DeMille's Reap the Wild Wind, a re-release of a great boxoffice hit, in Technicolor, and starring John Wayne, Susan Hayward, Ray Milland and Paulette Goddard, and the special VistaVision pre-release engagements of Irving Berlin's White Christmas in Technicolor, starring Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen and directed by Michael Curtiz.

December and January will bring release of Hal Wallis' Dean Martin-Jerry Lewis comedy riot, Three Ring Circus, the second VistaVision production, which also is in Technicolor; this will be Paramount's Christmas-New Years holiday offering. Also The Bridges at Toko-Ri, in Technicolor, based on James A. Michener's Life Magazine classic, produced by Perlberg-Seaton, directed by Mark Robson and starring William Holden, Grace Kelly, Fredric March and Mickey Rooney.

Set for February release are Mambo, Ponti-DeLaurentiis production directed by Robert Rossen and starring Shelley Winters, Vittorio Gassman, Silvana Mangano and Katherine Dunham, and George Pal's interplanetary epic, The Conquest of Space, in Technicolor.


March releases will be Ulysses, Homeric epic in Technicolor also produced by Ponti-DeLaurentiis and starring Kirk Douglas, Silvana Mangano, Anthony Quinn and Rossana Podesta, and Perlberg-Seaton's The Country Girl, Academy Award contender starring Bing Crosby, William Holden and Grace Kelly, which will be pre-released in December.

### MGM's 'Body Beauty'

Esther Williams will be an Olympics diving champion who barnstorms Europe in her rise to fame and fortune in MGM's Body Beauty which Joe Pasternak will produce.



**"BEST SINCE  
DETECTIVE  
STORY"** ...HOLLYWOOD REPORTER



# THE HUMAN JUNGLE

ALLIED ARTISTS presents **"THE HUMAN JUNGLE"**

starring **GARY MERRILL • JAN STERLING**

with  
**PAULA RAYMOND • EMILE MEYER  
REGIS TOOMEY • CHUCK CONNORS**

Produced by **HAYES GOETZ** • Directed by **JOSEPH NEWMAN** • Associate Producer **MARVIN MIRISCH** • Screenplay by **WILLIAM SACKHEIM and DANIEL FUCHS**

**GIANT SATURATION OPENINGS....**

**BACKED BY MASSIVE RADIO AND NEWSPAPER CAMPAIGNS!**



**"SOCK . . . SHOULD  
BE HEFTY GROSSER"** . . . VARIETY

**"OUTSTANDING! BOX-OFFICES  
WILL RESPOND!"** . . . MOTION PICTURE HERALD

**"PRAISEWORTHY! DELIVERS  
TELLINGLY!"** . . . BOXOFFICE

**"FAST MOVING!  
SUSPENSEFUL!"** . . . FILM DAILY

Write! Wire! Phone!  
**ALLIED ARTISTS**  
to tag a print for you!

**Spearheaded By Premieres In Toronto, Hamilton, London, Ottawa,  
Windsor, and 15 Other Key Situations In November!**





## Review

**THE RAINBOW JACKET**

(From Kine Weekly, London)

Featuring Kay Walsh, Bill Owen and Robert Morley.

JARO (Technicolor) 100 Mins.

Produced and directed by Michael Relph and Basil Dearden. Screenplay by T. E. B. Clarke. Director of photography Otto Heller. Musical director Dock Mathieson.

Thrill-packed, amusing and deeply moving racing comedy melodrama, superbly photographed in Technicolor. It sees life on the turf through the eyes of an eager young apprentice and clearly shows that the game is truly the sport of Kings while, at the same time, gathering conclusive evidence of the folly of betting. Fella Edmonds, cleverly handled, makes a sturdy pivot as the young jockey, and the warm and exciting kaleidoscope, which includes compelling, down-to-earth domesticity, humor and villainy, steadily revolves around his agreeable personality. Finely acted and authentically staged—most of the big meetings are covered—it's bound to appeal equally to the "boys" and the uninitiated.

**Production.**—The picture deals fully with its subject and introduces everything from a photo finish to stable manners, roguery and inquiries by the Stewards, and visits Lingfield, Sandown and Doncaster. But atmosphere and detail, although impeccable, are not created at the cost of human interest. Fella Edmonds acts naturally and has a good "seat" as Georgie, Bill Owen, very true to type as the agreeable scallywag Sam, and Kay Walsh, thoroughly at home as the doting mother and kindly wage slave, Barbara, create appropriate romantic sentiment. Edward Underdown, Charles Victor, Wilfrid Hyde-White, Ronald Ward, Sidney James, Robert Morley and guest stars Gordon Richards and Raymond Glendenning provide rich supporting cameos. The gallery of types is amazingly complete and, together with the many exciting encounters on the turf and sharp digs at the lowdown street corner bookmaking fraternity, smoothly rounds off one of the greatest screen sporting prints ever. Women, we know, seldom go for this type of film. But have no fear. They'll make a mighty exception of this. And for the obvious reason that it's grand entertainment.

**Points of Appeal.**—Fascinating and thrilling matter, great cast, pleasing sentiment, terrific climax, provocative title and Technicolor.

**Scout Locations In Japan**

A production crew from Columbia Pictures left recently for Japan to scout locations for *The Gentle Wolfhound*.

# Order Your Copy Now!

## A COMPLETE DIRECTORY OF INFORMATION



1954-55

# YEAR BOOK

of the

# CANADIAN MOTION PICTURE INDUSTRY

Edited by HYE BOSSIN

**Film Publications of Canada, Ltd.**

175 BLOOR ST. E., TORONTO 5, CANADA

Please send me the 1954-55 edition of the CANADIAN FILM WEEKLY YEAR BOOK. Remittance, including postage, is herewith enclosed.

**Price: \$2.25**

Mail the YEAR BOOK to

Name.....

Street.....

City..... Zone.....

Province or State.....

Country.....

## Review

**THE HUMAN JUNGLE**

(From Film Daily, NY)

with Gary Merrill and Jan Sterling  
Allied Artists 82 Mins.

BIG TIME ENTRY IS FAST MOVING AND SUSPENSEFUL WITH NO PRODUCTION VALUES SPARED. JOSEPH NEWMAN'S DIRECTION IS OUTSTANDING. EXCELLENT PERFORMANCES BY CAST.

Adapted by William Sackheim and Daniel Fuchs from William Sackheim's original story, *The Human Jungle* is fast moving and suspenseful from beginning to end, and director Joseph Newman has drawn taut, crisp characterizations from all his actors.

Gary Merrill as Captain Danforth plays the part with dignity but plenty of fire while Jan Sterling essays her tough gal role with abandon and conviction. Supporting players give the picture a real touch of credibility with abandon and conviction.

Yarn opens with Police Chief Rowan (Emile Meyer) being badgered from all sides because of the deplorable conditions in the notorious Heights district of the city. Captain John Danforth (Gary Merrill) having just passed his bar examinations is planning to leave the force, but the chief prevails upon him to take the assignment of cleaning up the Heights, replacing Captain Harrison (James Westerfield).

Harrison's men immediately resent Danforth's tough tactics but eventually he wins their respect and they go about the task of solving the murder of a strip tease dancer. The round-up of toughs and thugs results in plenty of arrests but no leads as to the dancer's murderer until Swados (Chuck Connors) a strong arm man for the underworld king Leonard Ustick (Florenz Ames) is brought in. The dancer had been his girl friend but he alibies that he was with Mary Abbott (Jan Sterling) at the time of the murder and she confirms the fact.

Danforth is forced to release Swados but has Mary arrested and spreads the word that she is breaking down and has implicated the murderer.

After a tense chase, Swados is prevented from killing the girl and is apprehended. He confesses the murder of the girl and implicates the heads of the underworld. Danforth decides to remain on the force instead of becoming a lawyer.

**CAST:** Gary Merrill, Jan Sterling, Paula Raymond, Emile Meyer, Regis Toomey, Chuck Connors, Pat Waltz, George Wallace.

**CREDITS:** Producer, Hayes Goetz; Director, Joseph Newman; Screenplay by William Sackheim and Daniel Fuchs; Associate Producer, Marvin Mirisch; Photography, Ellis Carter, ASC; Story, William Sackheim.

**DIRECTION:** Outstanding.**PHOTOGRAPHY:** Excellent.



**PREVIEWED IN  
CALIFORNIA**  
RATING: "A-PLUS"

M-G-M presents a  
HOLIDAY-SIZE attraction!

## "THE LAST TIME I SAW PARIS"

(Technicolor)



"... a fleeting but  
passionate kiss..."

Wish we could have had it ready for Thanksgiving in Canada. It's so BIG we've picked it for Thanksgiving in the States. The California Preview was electric with interest and enjoyment. This is a real love story, heart-stabbing and compelling, based on F. Scott Fitzgerald's daring novel of a fleeting but passionate kiss in Paris' V-E Day celebration that led to a mad courtship and a life of romantic adventure. Tears, laughter, powerful devotions intermingle in a screen masterpiece filmed in magnificent Technicolor in real Parisian locations.

★

Tell your M-G-M Branch:  
"I want this great musical for  
CHRISTMAS — NEW YEARS!"

## "DEEP IN MY HEART"

(Color)

The audience cards were 100% enthusiastic! Not one dissenting voice. No wonder, M-G-M follows "Seven Brides" and "Brigadoon" with its best yet. The life and songs of famed Sigmund Romberg told in "The Musical With A Heart." 22 song hits from 11 Romberg operettas with the most imposing cast of entertainers ever. There's a love story, there's warmth, there's happiness, there's humanity! You cannot imagine an entertainment so perfectly suited in every way for the golden opportunity of the happy holidays, Christmas—New Years!

M-G-M presents • Color by Technicolor • "THE LAST TIME I SAW PARIS" starring ELIZABETH TAYLOR • VAN JOHNSON WALTER PIDGEON • DONNA REED with Eva Gabor • Kurt Kasznar Screen Play by Julius J. & Philip G. Epstein and Richard Brooks Based on a Story by F. Scott Fitzgerald • Directed by Richard Brooks • Produced by Jack Cummings

★

(AVAILABLE IN PERSPECTA  
STEREOPHONIC OR  
ONE-CHANNEL SOUND)

(Issue of Aug. 20th)

**TRADE VIEWS**  
by W.R. WILKERSON

"The greatest array  
of musical talent  
in all picturedom."

"... Hollywood Reporter  
describes the preview of  
'Deep In My Heart'!"

M-G-M presents • Based on the Life and the Melodies of Sigmund Romberg • "DEEP IN MY HEART" starring JOSE FERRER MERLE OBERON • HELEN TRAUBEL • with Doe Avedon Tamara Toumanova • Paul Stewart Isobel Elsom • William Olvis James Mitchell • and Guest Stars: WALTER PIDGEON • PAUL HENREID • ROSEMARY CLOONEY GENE & FRED KELLY • JANE POWELL • VIC DAMONE • ANN MILLER • CYD CHARISSE HOWARD KEEL • TONY MARTIN Screen Play by Leonard Spigelgass From the Book by Elliott Arnold Photographed in Eastman Color Print by Technicolor • Directed by Stanley Donen • Produced by Roger Edens

★

(AVAILABLE IN PERSPECTA  
STEREOPHONIC OR  
ONE-CHANNEL SOUND)



## CinemaScope

DeLuxe  
Stereophonic Sound  
Systems at

### COMPETITIVE PRICES

- SIMPLEX sound and projection equipment
- BAUSCH & LOMB anamorphic and projection lenses
- WALKER seamless screens

Equipment available for  
immediate delivery

### GENERAL THEATRE SUPPLY CO. LTD.

#### BRANCHES:

Saint John  
Toronto  
Calgary

Montreal  
Winnipeg  
Vancouver

## Mr. Exhibitor

More than 500 Canadian exhibitors are now getting regular revenue from Adfilms each month. Drop us a note and we will have one of our representatives call to explain how the deal works.

F. T. Stinson,  
General Manager

### Adfilms Limited

77 York Street

TORONTO, ONT.

EM. 8-8986

### Start RKO's 'Seven Bad Men'

Kenneth Tobey will portray a government undercover agent in RKO Radio's *Seven Bad Men*. Production of the film started recently.

### MANAGER WANTED

For first class Independent theatre in city within 40 miles of Toronto. This is a well-paid opportunity for experienced and aggressive manager. All replies treated confidentially.

Box 21

CANADIAN FILM WEEKLY

175 Bloor St. E.

Toronto 5



CBC WILL WRECK its old Jarvis Street buildings and put up a new one that ought to be ready in two years, I hear . . . I like the Jack Arthur TV show but miss the radio version of *Mr. Show-business*. The songs and reminiscences on the latter was the stuff of dreams, with each listener conjuring his own. It's hard to do that with TV . . . *Comedy* is sure a tough assignment on TV—as witness the desperate efforts of that team with a name that sounds like Pepsodent & Aylmer's . . . *Colin Low* of the National Film Board, who won Canada the documentary prize at the Venice festival with *Corral*, would have copped the cartoon category with *A Thousand Million Years* had it not been for the policy of no more than one prize to one director, according to Lotte H. Eisner in *Films in Review* . . .



*George Altman's* Mavety film delivery setup did a magnificent job of getting the film, picked up from stalled trains, through to theatres on the other side of the devastated areas. One caravan was led over dangerous roads by a police escort. Film and theatre people are really making with the at-a-boys.

WE WERE CUTTING UP a certain social climber who has been broke oftener than a two-cent whistle. This loudmouthed lamebrain got a couple of lucky breaks a while ago that put him in the big dough. It's a fantastic story, really, and one of these days I'll write it.

Anyway, with his limited thinking ability he soon got mixed up and now fancies that he made this money through superior mental power. You can imagine how hard he is to work for or be near now.

"Let's put it this way," said Frank Streen to the group of late-hour listeners who were laughing at the jerk. "If we bought him at our price and sold him at his, we would make a helluva lot of money!"

ANDRE PREFONTAINE and Bill O'Brien of Trans-World lab, Montreal, were in Toronto for a couple of days on the trail of bigger things for T-W. Both nice guys with interesting ideas . . . Attended my first TV premiere, that of *The Plouffe Family*, in the Royal York as a guest of the sponsor, Imperial Tobacco. Old pal and ex-editor Al Grossart welcomed the guests for the McKim agency, then called on the *Globe & Mail's* Bruce West. They followed CBC chief Davidson Dunton. How do you stage a TV premiere? Simple. After the cocktails the guests separate into three groups, each around a TV set. The program, the first in English by this essentially French-language cast, scored a great victory when it established the characters early and then made you care about what happens to them. It usually takes more than one program to do that . . . Saw *Richard Carlson* the other day. You remember him—he's the one who isn't Mel Ferrer . . . So who do you think showed up around here, who? Jack Hirschberg of Paramount in Hollywood, originally a Montrealeur. Met him at Christie's Biscuits' party for the opening of the Wayne & Shuster TV show. Nice guy. Harry Boyle, CBL director of programs, had an ankle in a cast and many of us at the party kicked in a couple of bucks to the hurricane relief fund for the privilege of writing our names on it.

BIRCHCLIFF THEATRE manager Grant Miller has a lobby cutout showing a dozing TV viewer being kicked by a mule, then this verse: "Bill got his kicks/ From fireside flicks/ But now he's found, by test/ You cannot beat the movie pix/ And the Birch-cliff serves 'em best."

BLENDING OF EUROPE and America, a fascinating process created by large-scale immigration, can be observed in many ways. The other day I saw a ten-year-old boy who was obviously a recently-arrived German. His shoes were unlike those worn by Canadian kids, and he had on stockings and below-the-knee knickers—what we used to call "apple knockers." Then came a gun belt with two six-shooters, a Roy Rogers shirt and a cowboy hat! America, the melting pot.

## Short Throws

NEW CBC Press and Information representative in the Pacific region will be Reginald Gordon Jessup who replaces W. Gilmour Clark, now studying law at UBC. Jessup first joined the CBC in 1951 as a news writer in the Vancouver newsroom, later becoming an editor. In January of this year he was transferred to the TV news department as assignment editor. Widely experienced in the newspaper profession, Jessup was formerly with the Vancouver Daily Province, the Vancouver News-Herald, the North Shore Press and the Langley Times.

J. R. GRAINGER, president of RKO Radio Pictures, said that RKO is not considering selling its backlog of film to television or any other distribution organization. Grainger stated that "RKO has never considered selling these films to anybody nor is RKO negotiating with anybody for their sale." The company has a backlog of over 800 films.

DISTRIBUTION and financing of *The Way We Are* will be handled by the Distributors Corporation of America through a deal effected by that organization and Robert Aldrich, the producer and director. The film, which will star Joan Crawford, will not be in production until next May since both Crawford and Aldrich have other commitments to meet.

ARGUMENT as to whether the USA government should be invited to participate in differences between distributors and exhibitors was very vigorous at the annual meeting of the USA's National Allied in Milwaukee. Such distribution toppers as Wm. C. Gehring, Wm. F. Rodgers and Charles Boasberg warned against it. Gehring, 20th-Fox executive, was asked what course to take when a stalemate arose and he suggested appeal to the distributor's top officers.

TEN leading publications of the USA film industry were honored at the annual luncheon of the Joint Defence Appeal of the Motion Picture Division and Cinema Lodge of B'nai B'rith. Awards were given to the periodicals for "their contributions to the American ideals of freedom, equal opportunity and fair play." The luncheon was part of the industry's campaign to help the JDA raise New York's share of the \$5,000,000 needed to finance the activities of B'nai B'rith's American Jewish Committee and Anti-Defamation League.





# GREAT REVIEWS!

"Should parlay its adventure theme into a hefty box office."—VARIETY  
"A really fine film that will appeal to a wide audience."—M. P. DAILY  
"Impressive... colorful... able and tasteful interpretation of the Defoe classic."—FILM DAILY  
"Well done! Angles are legion for adroit showmen."—BOXOFFICE

# GIANT BOXOFFICE!

SENSATIONAL at Orpheum, Montreal, first week equalled house record!  
OUTSTANDING at Esquire, Brantford!  
WONDERFUL at Little Elgin, Ottawa!  
TREMENDOUS at Odeon, Victoria!  
VERY STRONG in 3rd week Studio, Vancouver!

A TRULY GREAT FAMILY PICTURE IN BIG CITIES AND SMALL TOWNS ALIKE.

## DANIEL DEFOE'S ADVENTURES OF ROBINSON CRUSOE

COLOR BY  
**PATHE-COLOR**

Starring **DAN O'HERLIHY** with **JAMES FERNANDEZ** (as FRIDAY)  
Produced by **OSCAR DANCIGERS** • Assoc. **HENRY EHRLICH** • Directed by **LUIS BUNUEL**  
Adapted for the Screen by **Phillip ROLL** and **Luis BUNUEL** • Presented by **TEPEYAC Prod. Inc.**  
Photography by **Alex PHILLIPS** • Musical Score by **Anthony COLLINS**





# ROCK HUDSON

*the magnificent star of*  
**"Magnificent Obsession"**  
IN



**Coming to Loew's Uptown, Toronto**

RELEASED  
THRU

**Empire-Universal Films Limited**